

2010 Deadlines & Advertising Rates

RADHAL RESORT REAL ESTATE Volume 4, Issue 5

GUIDE of the Maryland, Delaware & Virginia Shores

“CANAL FRONT IN SOUTH BETHANY”
Presented by
Leslie Kopp
Long & Foster Realtors®
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For advertising information call 240.876.3799

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RADHAL RESORT REAL ESTATE

GUIDE of the Maryland, Delaware & Virginia Shores



2010 Advertising Rates

CONTRACT RATES

(ALL CONTRACTS ARE FOR 6 CONSECUTIVE ISSUES)

DPR (Discounted Prepayment Rate)

Discounted Rates

Full Page	\$760.00
Half Page	\$490.00
Quarter Page	\$340.00

IVR (Invoiced Rate)

Invoiced Rates

Full Page	\$860.00
Half Page	\$535.00
Quarter Page	\$375.00

NON-CONTRACT RATES

Full Page	\$850.00
Half Page	\$575.00
Quarter Page	\$400.00

PREFERRED PAGE PLACEMENT

DPR (Discounted Prepayment Rate)

Front Cover (includes Exterior Photography)	\$995.00
Back Cover	\$1200.00
Centerspread	\$1600.00
Page 2	\$895.00
Page 3	\$895.00
Inside Back Cover	\$895.00
Inside Facing Back Cover	\$895.00
"Fixed" Page Position	additional \$40.00

IVR (Invoiced Rate)

Front Cover (includes Exterior Photography)	\$1195.00
Back Cover	\$1350.00
Centerspread	\$1750.00
Page 2	\$1095.00
Page 3	\$1095.00
Inside Back Cover	\$1095.00
Inside Facing Back Cover	\$1095.00

DPR

Discounted Prepayment Rate

Payment is due with photos/ad text on the deadline date.

IVR

Invoiced Rate

Payment is due on date of publication. Unpaid balance will incur a \$25.00 late fee plus 1.5% monthly or 18% yearly service charge on the unpaid balance.

A DPR Advertiser

Who is unable to provide payment with copy for a specific issue agrees to be invoiced at the IVR rate for that issue. An advertiser who is unable to complete the terms of his/her agreement agrees to retroactively pay the non-contract rate.

Payments Overdue

Any invoices OVER 60 days due will be subject to collection charges if necessary. Advertiser agrees to pay all costs of collection to include reasonable attorney's fees made necessary by non-payment.

\$25.00 Charge

Will be incurred for any returned checks.

Other Charges...

One-time set-up fee	\$95.00
"Fixed" page positionadd't'l.	\$40.00
Silhouette & airbrushing photos	min. \$60.00
Revisions after copy submission	\$50.00
Reprints available	Call for pricing

Contracts

Are for a minimum of 6 consecutive issues & continue in force until cancelled with a 30-day written notice.

General Policy

Credit card will be charged if payment is not received within 45 days of invoice.

when *image*
is everything

CIRCULATION AND DISTRIBUTION

The HAL Resort Real Estate Guide® of the Maryland, Delaware & Virginia Shores will be published every 4 weeks, that's 13 full-color glossy 8.5" x 11" magazines a year. We prominently display our free publications in real estate office, grocery stores, restaurants, & outdoor street boxes on busy street corners. Plus, you'll get even more exposure through the Internet, where your properties are advertised at www.mddeshores.com. Through our unprecedented distribution network, we are also distributing The HAL Resort Real Estate Guide® of the Maryland, Delaware & Virginia Shores throughout the Washington Metropolitan Area including Maryland & Virginia where your prospective buyers & sellers live. For national exposure, we are members of www.NAREP.com and www.USAHomes.org, where our publications can be ordered by millions of people nationwide who are looking to relocate to your area. Our distribution is superior to that of any other real estate magazine in the area.

The HAL Resort Real Estate Guide® is the area's most comprehensive real estate publication read by thousands each month. All ads featured in The HAL Resort Real Estate Guide® are posted free of charge on the web at www.RADHAL.com

AD SUBMISSION

Submit Ads to: ads@RADHAL.com

IMAGES

WE ACCEPT THE FOLLOWING:

JPEG

A compressed format used on the web.
Supplied image **MUST** be at least 300 dpi.

TIFF

A standard file format.
Supplied image **MUST** be at least 300 dpi.

WE DO NOT ACCEPT GIF IMAGES.

If sending more than one file, please attach them to separate email messages.

Digital camera photos must be 72 dpi with an image size of 18" x 25".

Camera resolution should be a minimum of 1024 x 786 pixels, with a preferred resolution of 1600 x 1200 pixels.

DOCUMENTS

WE ACCEPT THE FOLLOWING:

QUARK XPRESS

Up to Version 7.31.
ALL fonts and images **MUST** be included.

ADOBE ACROBAT PDF

All fonts **MUST** be imbedded.
Resolution **MUST** be a minimum of 300 dpi.

DOCUMENTS

WE DO NOT ACCEPT THE FOLLOWING:

ADOBE PAGEMAKER

MICROSOFT PUBLISHER

Please note, if supplied in this format, the files will be converted and recreated.

WE ACCEPT:



2010 Deadlines

<p>Volume 5, Issue 4</p> <p>AD COPY DUE TUESDAY</p> <p>JAN 19</p> <p>DISTRIBUTION February 5</p>	<p>Volume 5, Issue 5</p> <p>AD COPY DUE TUESDAY</p> <p>FEB 16</p> <p>DISTRIBUTION March 5</p>	<p>EARLY PICKUP! Vol. 5, Issue 6</p> <p>AD COPY DUE MONDAY</p> <p>MAR 15</p> <p>DISTRIBUTION April 1</p>
<p>Volume 5, Issue 7</p> <p>AD COPY DUE TUESDAY</p> <p>APR 13</p> <p>DISTRIBUTION April 30</p>	<p>EARLY PICKUP! Vol. 5, Issue 8</p> <p>AD COPY DUE MONDAY</p> <p>MAY 10</p> <p>DISTRIBUTION May 27</p>	<p>Volume 5, Issue 9</p> <p>AD COPY DUE TUESDAY</p> <p>JUN 8</p> <p>DISTRIBUTION June 25</p>
<p>Volume 5, Issue 10</p> <p>AD COPY DUE TUESDAY</p> <p>JUL 6</p> <p>DISTRIBUTION July 23</p>	<p>Volume 5, Issue 11</p> <p>AD COPY DUE TUESDAY</p> <p>AUG 3</p> <p>DISTRIBUTION August 20</p>	<p>EARLY PICKUP! Vol. 5, Issue 12</p> <p>AD COPY DUE MONDAY</p> <p>AUG 30</p> <p>DISTRIBUTION September 17</p>
<p>Volume 5, Issue 13</p> <p>AD COPY DUE TUESDAY</p> <p>SEP 28</p> <p>DISTRIBUTION October 15</p>	<p>Volume 6, Issue 1</p> <p>AD COPY DUE TUESDAY</p> <p>OCT 26</p> <p>DISTRIBUTION November 12</p>	<p>EARLY PICKUP! Vol. 6, Issue 2</p> <p>AD COPY DUE THURSDAY</p> <p>NOV 18</p> <p>DISTRIBUTION December 10</p>
<p>EARLY PICKUP! Vol. 6, Issue 3</p> <p>AD COPY DUE THURSDAY</p> <p>DEC 16</p> <p>DISTRIBUTION January 7</p>	<p>Copyright Notice</p> <p>Reproduction of any photos, artwork or copy prepared by The HAL Resort Real Estate Guide® of The Maryland, Delaware & Virginia Shores is strictly prohibited without written consent of HAL Publishing, Inc.</p>	

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